

Native Advertising

Strategic communication without native advertising is like marketing without mix: it's not holistic

80% of German users perceive native advertising as a positive form of advertising.

*Source: www.globeurope.com, 2016/2017, 2018, 2019/2020

The basics:



With native advertising, you can market your content by harnessing the use of editorial environments on selected premium publisher sites.



Thanks to the distributed ad campaigns positioned within the various formats of your AdTech provider, your message unobtrusively reaches your user.

Increase your:



Performance

Native advertising benefits for plista customers:

- Up to 40 % higher CTRs
- Up to +15,000 new leads



Brand Awareness

Greater brand awareness through:

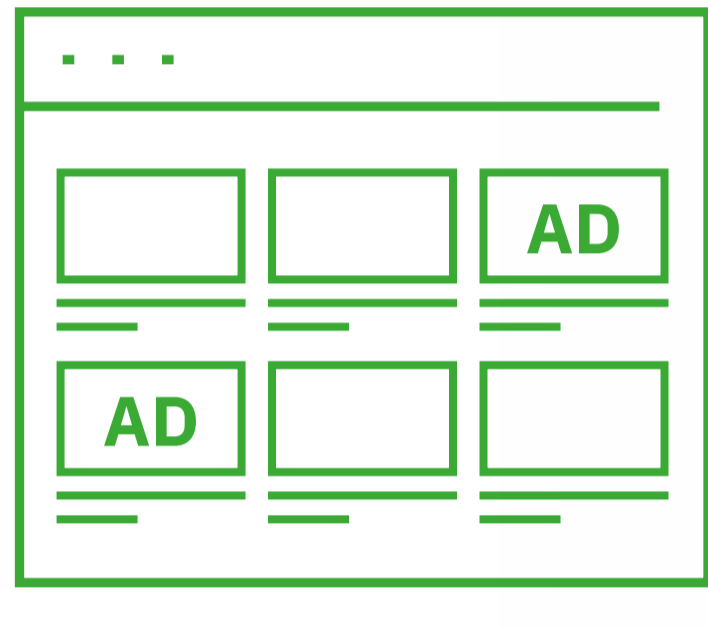
- Positive brand perception
- Relevant content

What else is there to know?

When:

The concept of native advertising has existed for around a century, where advertising texts have been integrated into the editorial environment of printed media.

Since only around a decade ago, online marketers started applying this concept and are now proactively taking advantages of new opportunities. In addition to texts, videos and links to landing pages can also reach users.



What:

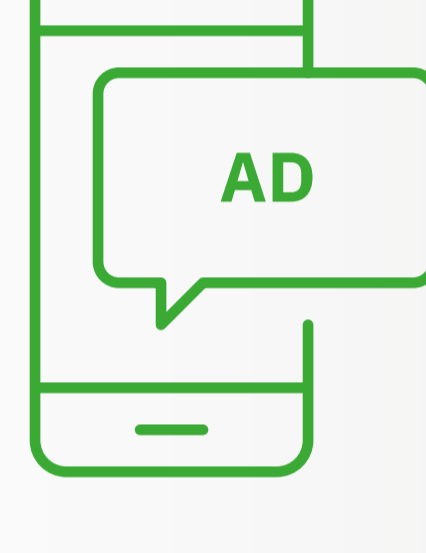
Native ads blend seamlessly into the editorial environment, conveying a sense of familiarity to users.

An unobtrusive format, native ads allow users to voluntarily click on the ad.

Why:

Native advertising conveys advertising content in a non-advertising manner, yielding a high acceptance rate from users.

Users are shown informative content that simultaneously carries an advertising message.



Where:

Your message, available anytime and anywhere: with native ads, you'll reach your target audiences 24/7, whether it is via mobile or desktop devices.

How:

1. Full autonomy?

Use tools such as plista's Self Service platform to design your campaigns. The clue: rely on the experience of the campaign managers if you need any assistance.



2. Are you looking for comprehensive consulting from the very beginning?

With the right experts, you can set up your campaigns and find success with native ads.



What you should bring to the table ...

- + an advertising message
- + insights into your target audience
- + inspiring content

... and an objective.

You'll benefit from ...

- + data-driven targeting
- + comprehensive analyses
- + high brand safety standards
- + innovative ad-fraud technology
- + custom campaign optimisation
- + wide reach
- + placement within premium publishers

... a native advertising home base.

What do native ads look like?

